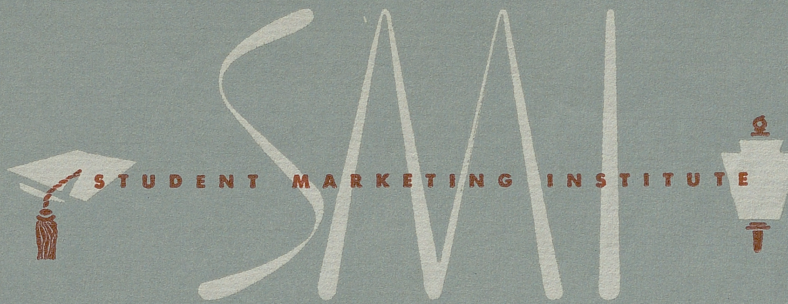




Research

Merchandising

Promotion

September 2, 1955

Mr. Ted E. Calleton
132 High Street
Leonia, New Jersey

Dear Ted:

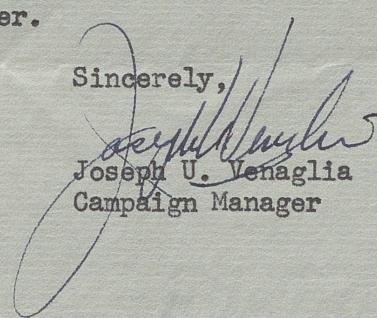
Everything is set and ready to go on this end for a tie-in with your Freshman Week activities on September 9th. The samples have been shipped. Al Hurska is our Faculty Supervisor and has been notified of the OK. He will be on campus Wednesday or Thursday of this week and will give you a call. Peter Battista will be back on the 8th also.

We are certain that this will be a successful one for Yale as well as The American Tobacco Company.

We have a meeting coming up Tuesday with The American Tobacco Company and BBDO in regard to radio tie-in program activity for the coming year. I will let you know the outcome of your request for the IBC Marathon just as soon as possible.

Hope you had an enjoyable summer.

Sincerely,


Joseph U. Venaglia
Campaign Manager

JUV:gp

December 2, 1942

Mr. J. Edgar Hoover
1321 17th Street
Washington, D.C.

Dear Sir:

Everything is set and ready to go on this and for a tie-in with your
program back activities on December 9th. The transfer have been
simplified. At 10:00 a.m. on December 9th, the transfer will be
of the 9th. He will be on a train leaving on Thursday of this week
and will arrive at 5:11. The transfer will be back on the 10th.

We are certain that this will be a successful one for Yale as well as
the American Tobacco Company.

I have a meeting on Monday with the American Tobacco Company
and will be ready to make the tie-in program activity for the coming year.
I will let you know the outcome of our contact for the 1943-1944 season
as soon as possible.

Yours very truly,
Joseph P. Kamp

Joseph P. Kamp
General Manager

Enclosure